

# Revenue Analysis of Walmart Sales Data from 10 Stores in CA, TX, and WI (Feb. 2011 - Mar. 2016)

Created by Yeon-Soo Chung

\$184.14M

Total Revenue

YTD Revenue  
**\$11.62M**✓  
Prev. YTD: \$9.97M (+16.55%)

Monthly Revenue  
**\$3.98M**✓  
Prev. Month: \$3.82M (+4.04%)

See how revenue is distributed across states and categories.  
Drill down to see this distribution across stores.

State

Category

CA

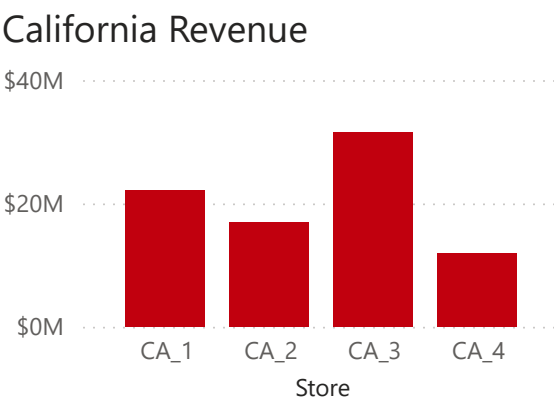
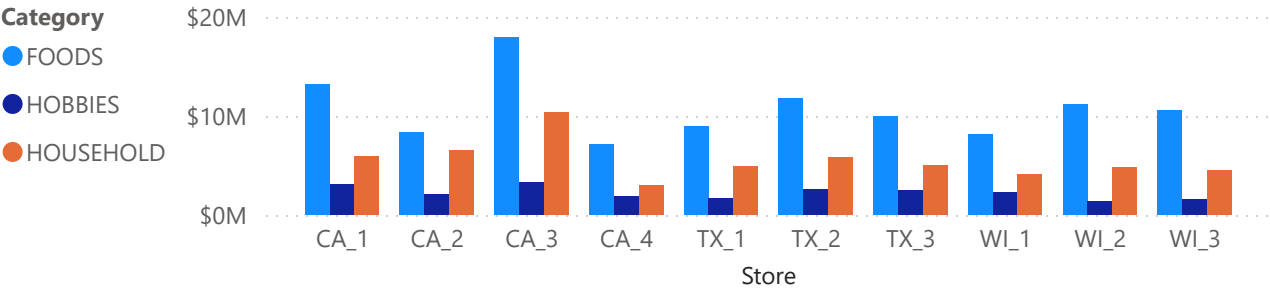
TX

WI

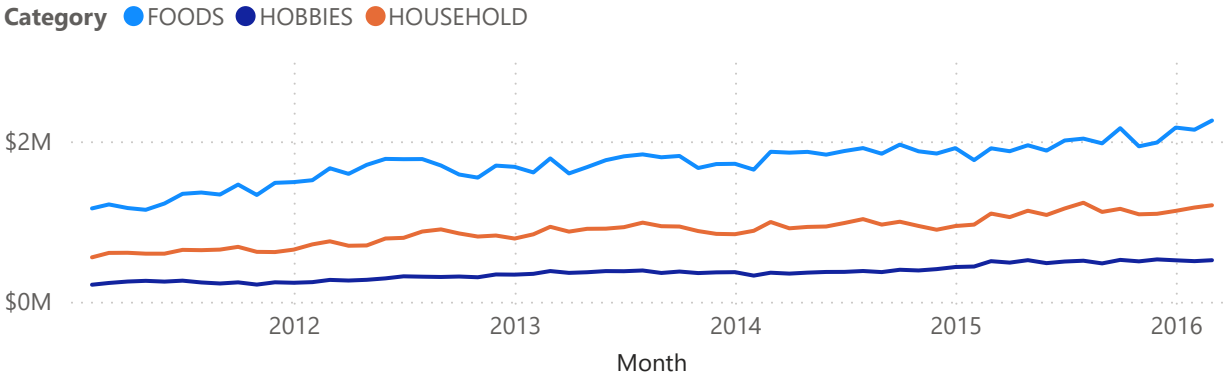
FOODS

HOBBIES

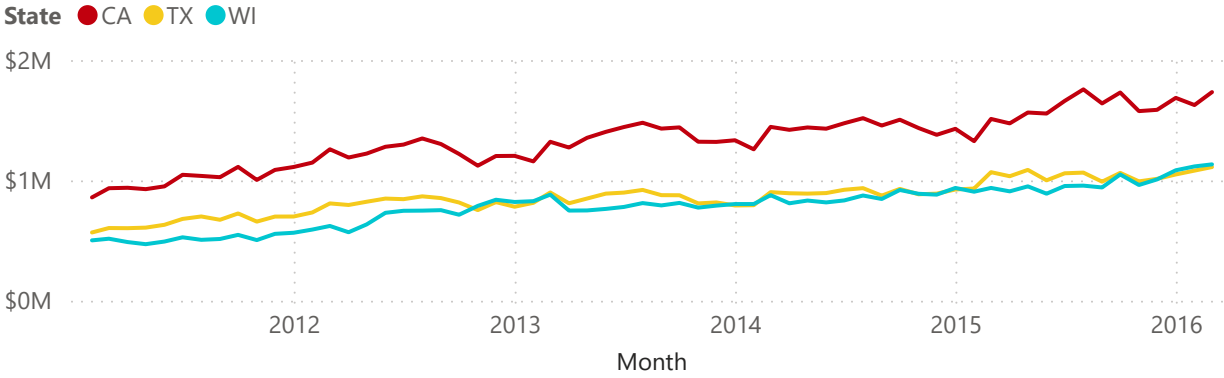
HOUSEHOLD



Trend of revenue by product category:



Trend of revenue by state:



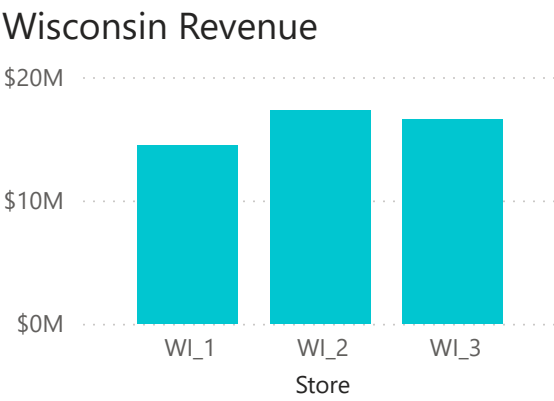
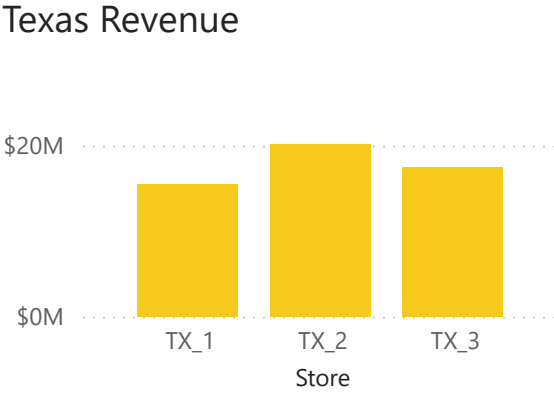
Date

2/1/2011

3/31/2016

Total revenue breakdown by category and department:

Category	Revenue	% Revenue
FOODS	\$106,877,427.21	58.04%
FOODS_1	\$12,695,535.40	6.89%
FOODS_2	\$24,464,999.96	13.29%
FOODS_3	\$69,716,891.85	37.86%
HOBBIES	\$22,374,558.92	12.15%
HOBBIES_1	\$21,221,427.90	11.52%
HOBBIES_2	\$1,153,131.02	0.63%
HOUSEHOLD	\$54,887,692.23	29.81%
HOUSEHOLD_1	\$40,461,740.50	21.97%
HOUSEHOLD_2	\$14,425,951.73	7.83%
Total	\$184,139,678.36	100.00%



CALIFORNIA

Select date range:

5/1/2015

8/31/2015

Store

CA\_2

\$321.29K

Total Revenue

YTD Revenue

\$1.54M!

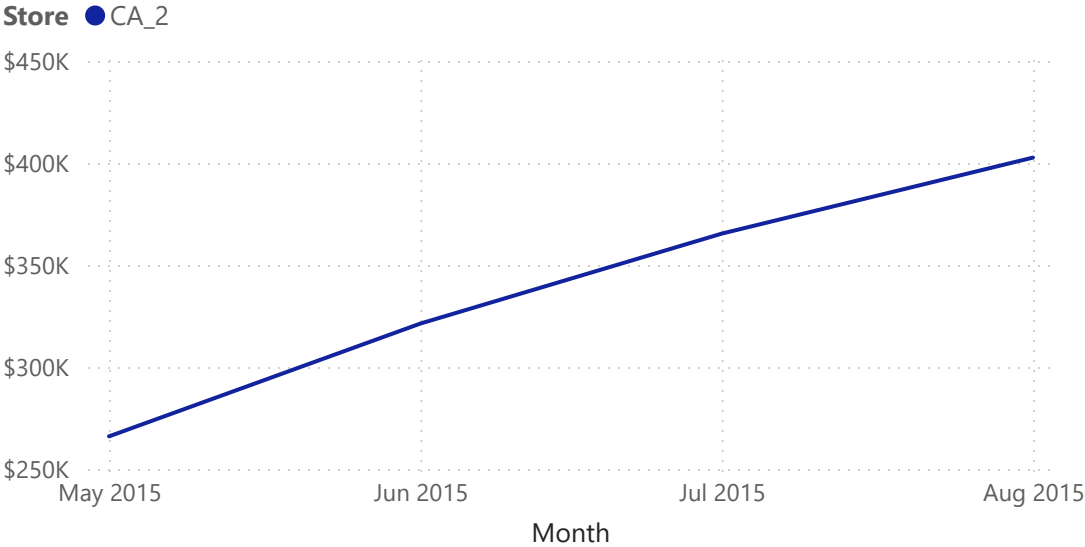
Prev. YTD: \$1.61M (-4.09%)

MTD Revenue

\$321.29K✓

Prev. MTD: 253.38K (+26.8%)

Temporal trend of each store's revenue:

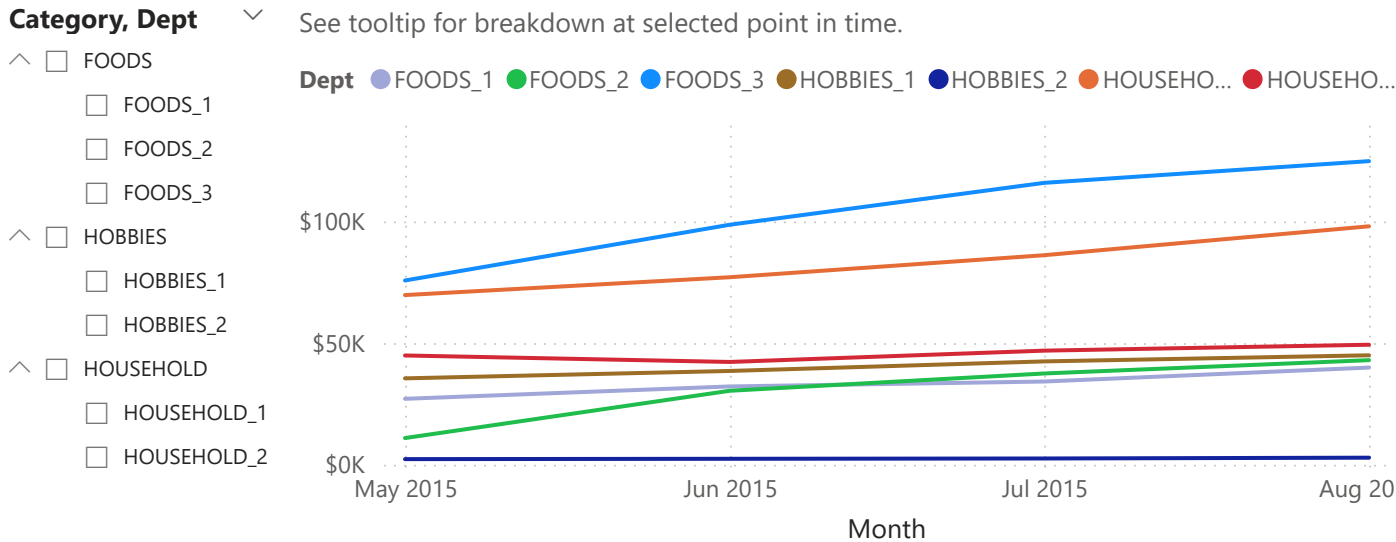


**Matrix-1:** Revenue changes and percentages. The right-most column lists the percentage of the total revenue change from last month contributed by the revenue change of a specific category or department.

Month of	Previous Month Revenue	Revenue	Revenue Change from Last Month	Revenue MoM % ▲	% of Total Monthly Revenue ▲
HOUSEHOLD_2	\$42,115.22	\$44,874.97	\$2,759.75	6.55%	11.20%
6/1/2015	\$265,997.45	\$321,285.35	\$55,287.90	20.79%	100.00%
FOODS	\$113,683.77	\$161,121.71	\$47,437.94	41.73%	85.80%
FOODS_1	\$27,060.77	\$32,145.10	\$5,084.33	18.79%	9.20%
FOODS_2	\$10,934.17	\$30,369.49	\$19,435.32	177.75%	35.15%
FOODS_3	\$75,688.83	\$98,607.12	\$22,918.29	30.28%	41.45%
HOBBIES	\$37,743.01	\$40,926.42	\$3,183.41	8.43%	5.76%
HOBBIES_1	\$35,468.67	\$38,512.87	\$3,044.20	8.58%	5.51%
HOBBIES_2	\$2,274.34	\$2,413.55	\$139.21	6.12%	0.25%
HOUSEHOLD	\$114,570.67	\$119,237.22	\$4,666.55	4.07%	8.44%
Total		\$1,355,301.37			

Temporal trend of each department's revenue:

See tooltip for breakdown at selected point in time.



Filter this page to month-level granularity (like by clicking on a month in Matrix-1 or in a visual), and you can use **Matrix-2** below to view % of Total Monthly Revenue Change at the item level. Sort by the 3rd column in descending or ascending order to see top contributions to revenue increase and decrease, respectively.

Item	Revenue	% Total Revenue	Revenue ▲ from Last Month	% of Total Monthly Revenue ▲
FOODS_3_252	\$2,302.06	0.72%	\$1,361.96	2.46%
FOODS_3_586	\$2,042.88	0.64%	\$1,317.12	2.38%
FOODS_3_120	\$2,953.14	0.92%	\$1,095.60	1.98%
FOODS_3_362	\$962.50	0.30%	\$705.00	1.28%
FOODS_3_541	\$679.00	0.21%	\$679.00	1.23%
FOODS_3_319	\$647.00	0.20%	\$647.00	1.17%
FOODS_3_635	\$604.00	0.19%	\$604.00	1.09%
Total	\$321,285.35	100.00%	\$55,287.90	100.00%

TEXAS

Select date range: 

2/1/2011 3/31/2016

Store

All

\$53.09M

Total Revenue

YTD Revenue

\$3.24M

Prev. YTD: \$2.92M (+10.82%)

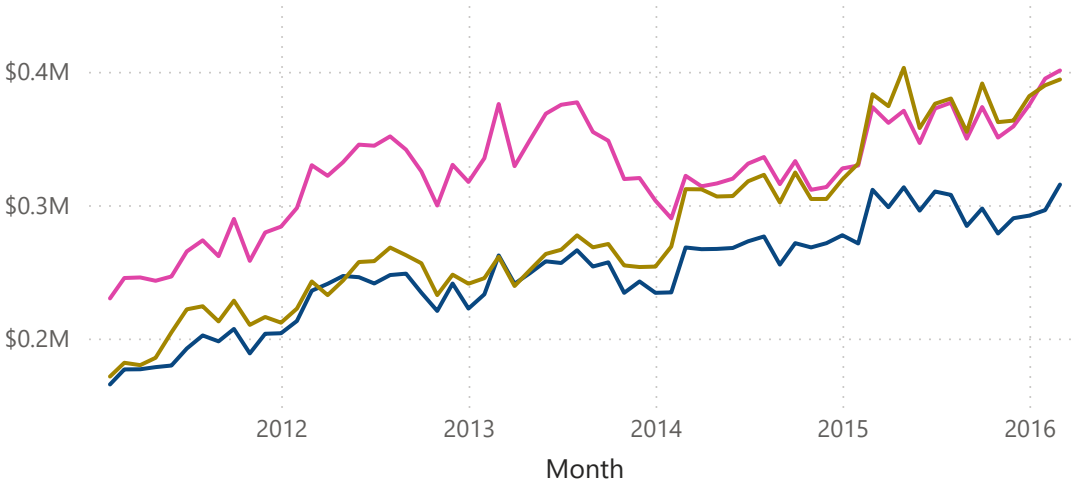
MTD Revenue

\$1.11M

Prev. MTD: 1.08M (+2.74%)

Temporal trend of each store's revenue:

Store TX\_1 TX\_2 TX\_3



**Matrix-1:** Revenue changes and percentages. The right-most column lists the percentage of the total revenue change from last month contributed by the revenue change of a specific category or department.

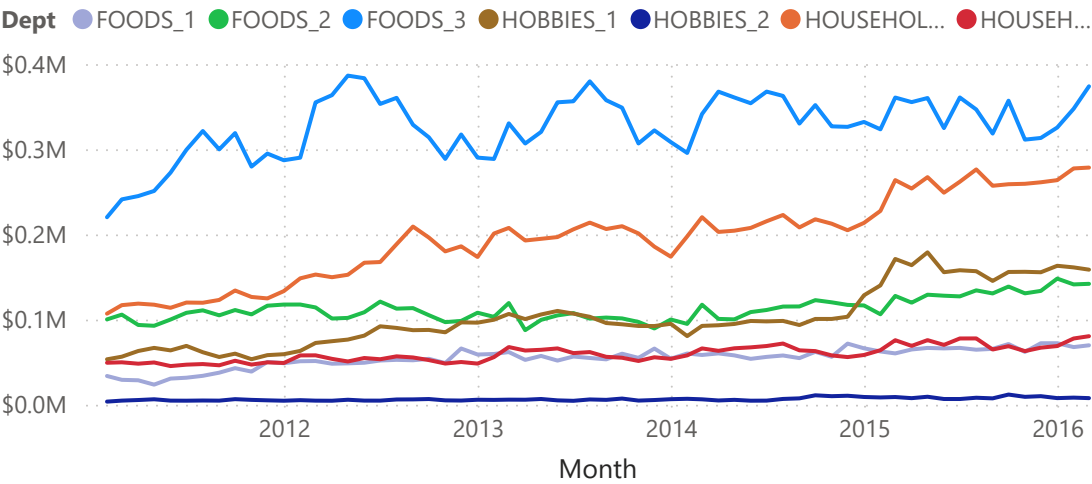
Month of	Previous Month Revenue	Revenue	Revenue Change from Last Month	Revenue MoM % ▲	% of Total Monthly Revenue ▲
2/1/2011	\$64,481.96	\$566,704.60	\$502,222.64	778.86%	100.00%
3/1/2011	\$566,704.60	\$603,579.99	\$36,875.39	6.51%	100.00%
4/1/2011	\$603,579.99	\$602,348.37	(\$1,231.62)	-0.20%	100.00%
5/1/2011	\$602,348.37	\$606,963.34	\$4,614.97	0.77%	100.00%
6/1/2011	\$606,963.34	\$630,484.63	\$23,521.29	3.88%	100.00%
7/1/2011	\$630,484.63	\$679,306.00	\$48,821.37	7.74%	100.00%
8/1/2011	\$679,306.00	\$699,718.79	\$20,412.79	3.00%	100.00%
9/1/2011	\$699,718.79	\$672,075.37	(\$27,643.42)	-3.95%	100.00%
10/1/2011	\$672,075.37	\$724,817.21	\$52,741.84	7.85%	100.00%
11/1/2011	\$724,817.21	\$656,881.95	(\$67,935.26)	-9.37%	100.00%
Total		\$53,090,275.27			

Category, Dept

- ☐ FOODS
- ☐ FOODS\_1
- ☐ FOODS\_2
- ☐ FOODS\_3
- ☐ HOBBIES
- ☐ HOBBIES\_1
- ☐ HOBBIES\_2
- ☐ HOUSEHOLD
- ☐ HOUSEHOLD\_1
- ☐ HOUSEHOLD\_2

Temporal trend of each department's revenue:

See tooltip for breakdown at selected point in time.



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Item	Revenue	% Total Revenue	Revenue ▲ from Last Month	% of Total Monthly Revenue ▲
FOODS_1_001	\$6,413.80	0.01%		
FOODS_1_002	\$11,457.78	0.02%		
FOODS_1_003	\$5,758.25	0.01%		
FOODS_1_004	\$66,107.58	0.12%		
FOODS_1_005	\$16,577.22	0.03%		
FOODS_1_006	\$8,712.34	0.02%		
FOODS_1_008	\$2,111.62	0.00%		
Total	\$53,090,275.27	100.00%		

# WISCONSIN

Select date range: 

2/1/2011

3/31/2016

Store

All

\$48.36M

Total Revenue

YTD Revenue

\$3.33M✓

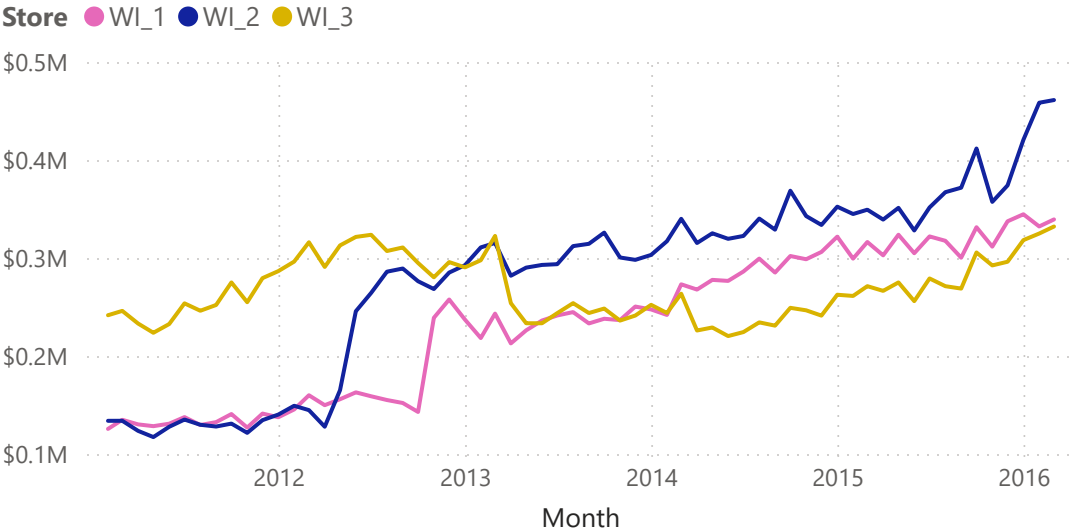
Prev. YTD: \$2.78M (+19.89%)

MTD Revenue

\$1.13M✓

Prev. MTD: 1.12M (+1.53%)

## Temporal trend of each store's revenue:

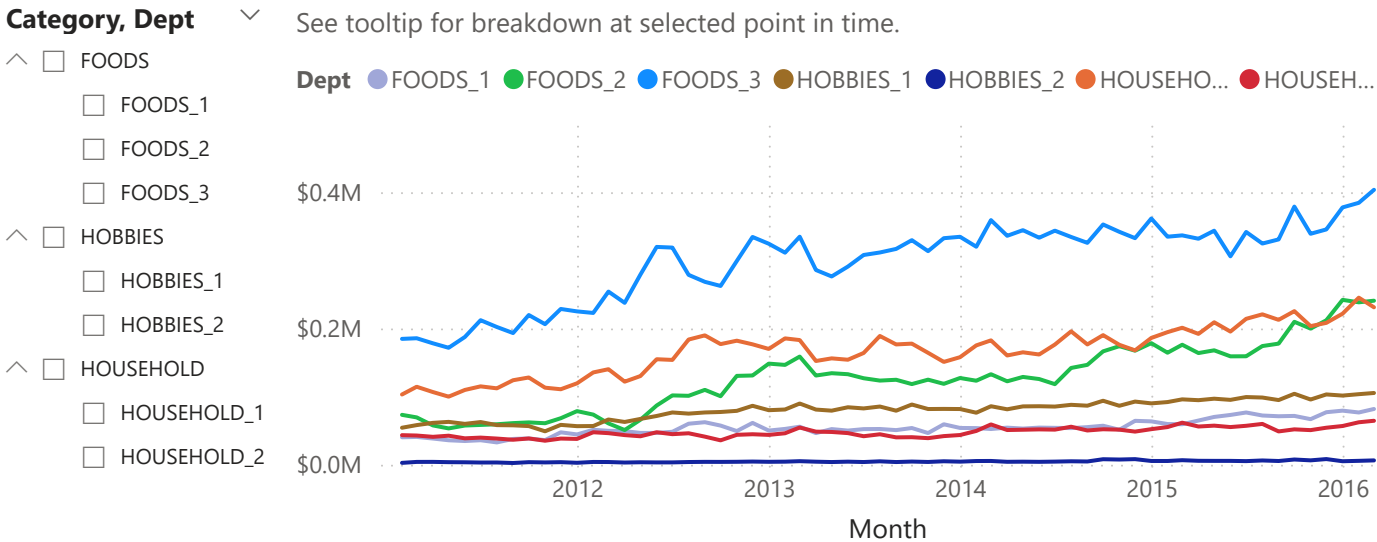


**Matrix-1:** Revenue changes and percentages. The right-most column lists the percentage of the total revenue change from last month contributed by the revenue change of a specific category or department.

Month of	Previous Month Revenue	Revenue	Revenue Change from Last Month	Revenue MoM % ▲	% of Total Monthly Revenue ▲
<div>+</div> 2/1/2011	\$57,238.84	\$501,031.61	\$443,792.77	775.34%	100.00%
<div>+</div> 10/1/2015	\$940,840.48	\$1,048,749.89	\$107,909.41	11.47%	100.00%
<div>+</div> 6/1/2012	\$633,869.85	\$730,078.77	\$96,208.92	15.18%	100.00%
<div>+</div> 1/1/2016	\$1,007,746.69	\$1,083,462.60	\$75,715.91	7.51%	100.00%
<div>+</div> 10/1/2014	\$845,045.75	\$919,821.34	\$74,775.59	8.85%	100.00%
<div>+</div> 3/1/2014	\$802,909.39	\$876,673.61	\$73,764.22	9.19%	100.00%
<div>+</div> 11/1/2012	\$714,124.37	\$787,596.81	\$73,472.44	10.29%	100.00%
<div>+</div> 5/1/2012	\$568,552.62	\$633,869.85	\$65,317.23	11.49%	100.00%
<div>+</div> FOODS	\$337,504.41	\$391,498.80	\$53,994.39	16.00%	82.66%
<div>+</div> HOUSEHOLD	\$165,227.11	\$171,726.62	\$6,499.51	3.93%	9.95%
Total		\$48,362,086.17			

## Temporal trend of each department's revenue:

See tooltip for breakdown at selected point in time.



Filter this page to month-level granularity (like by clicking on a month in Matrix-1 or in a visual), and you can use **Matrix-2** below to view % of Total Monthly Revenue Change at the item level. Sort by the 3rd column in descending or ascending order to see top contributions to revenue increase and decrease, respectively.

Item	Revenue	% Total Revenue	Revenue ▲ from Last Month	% of Total Monthly Revenue ▲
FOODS_1_001	\$5,311.80	0.01%		
FOODS_1_002	\$23,924.92	0.05%		
FOODS_1_003	\$11,076.30	0.02%		
FOODS_1_004	\$83,023.92	0.17%		
FOODS_1_005	\$17,197.90	0.04%		
FOODS_1_006	\$16,812.73	0.03%		
FOODS_1_008	\$5,859.32	0.01%		
Total	\$48,362,086.17	100.00%		

This page lets you analyze and compare the week of an event's revenue with the week before and after.

**Step 1:** Make slicer selection(s).  
**Step 2:** Select the date(s) of interest in **Matrix-1** to see the associated revenues in the other matrices. **Matrix-2** displays the week-to-week changes. **Matrix-3** and **Matrix-4** lets you view the breakdown of revenue and revenue change. Make sure to reselect the dates in **Matrix-1** when you change events.

Event Type

All

Event Name

☐ Chanukah End

☐ Christmas

☐ Cinco De Mayo

☐ ColumbusDay

☐ Easter

☐ Eid al-Fitr

☐ EidAlAdha

☐ Father's day

Year

☐ 2011

☐ 2012

☐ 2013

☐ 2014

☐ 2015

☐ 2016

State, Store

☐ CA

☐ CA\_1

☐ CA\_2

☐ CA\_3

☐ CA\_4

☐ TX

**Matrix-1** below lists weekly revenue and any event(s) that took place.

Week of	Revenue: Week of Event
2/5/2011	\$498,124.20
SuperBowl	\$83,497.56
2/12/2011	\$500,998.50
ValentinesDay	\$59,728.89
2/19/2011	\$460,782.01
PresidentsDay	\$65,547.57
2/26/2011	\$471,160.66
3/5/2011	\$495,771.21
LentStart	\$58,771.82
3/12/2011	\$482,470.48
LentWeek2	\$60,076.33
StPatricksDay	\$57,509.34
Total	\$498,124.20

**Matrix-3** lets you drill down on a week to see the breakdown of the week-to-week revenue change by category and department.

Week of	Revenue (-1W)	Revenue	Revenue WoW ▲	% Revenue WoW ▲ by Group
2/5/2011	\$464,215.68	\$498,124.20	\$33,908.52	100.00%
2/12/2011	\$498,124.20	\$500,998.50	\$2,874.30	100.00%
FOODS	\$313,769.76	\$303,431.52	(\$10,338.24)	-359.68%
FOODS_1	\$37,272.42	\$43,037.31	\$5,764.89	200.57%
FOODS_2	\$85,996.59	\$79,506.44	(\$6,490.15)	-225.80%
FOODS_3	\$190,500.75	\$180,887.77	(\$9,612.98)	-334.45%
HOBBIES	\$53,287.93	\$53,627.46	\$339.53	11.81%
HOBBIES_1	\$51,332.17	\$51,177.04	(\$155.13)	-5.40%
HOBBIES_2	\$1,955.76	\$2,450.42	\$494.66	17.21%
Total		\$183,157,246.69		

**Matrix-2** below lists weekly revenue over 5-week periods as well as their percentage changes. This lets you compare revenue generated during the week of an event with the week preceding and succeeding it.

Week of	Revenue (-1W)	Revenue	Revenue (+1W)	Revenue % ▲ (-1W to 0W)	Revenue % ▲ (0W to +1W)
2/5/2011	\$464,215.68	\$498,124.20	\$500,998.50	7.30%	0.58%
2/12/2011	\$498,124.20	\$500,998.50	\$460,782.01	0.58%	-8.03%
2/19/2011	\$500,998.50	\$460,782.01	\$471,160.66	-8.03%	2.25%
2/26/2011	\$460,782.01	\$471,160.66	\$495,771.21	2.25%	5.22%
3/5/2011	\$471,160.66	\$495,771.21	\$482,470.48	5.22%	-2.68%
3/12/2011	\$495,771.21	\$482,470.48	\$445,873.13	-2.68%	-7.59%
3/19/2011	\$482,470.48	\$445,873.13	\$452,090.84	-7.59%	1.39%
3/26/2011	\$445,873.13	\$452,090.84	\$495,992.05	1.39%	9.71%
4/2/2011	\$452,090.84	\$495,992.05	\$483,935.96	9.71%	-2.43%
4/9/2011	\$495,992.05	\$483,935.96	\$465,499.55	-2.43%	-3.81%

**Matrix-4** is a continuation of Matrix-3 by letting you drill down to the item level (only a single-week selection will populate all the columns).

Item	Revenue	% Total Revenue	Revenue WoW ▲	% Revenue WoW ▲ by Group
FOODS_1_001	\$25,729.58	0.01%		
FOODS_1_002	\$64,111.54	0.04%		
FOODS_1_003	\$38,735.85	0.02%		
FOODS_1_004	\$235,998.02	0.13%		
FOODS_1_005	\$73,804.64	0.04%		
FOODS_1_006	\$47,891.23	0.03%		
FOODS_1_008	\$13,024.58	0.01%		
FOODS_1_009	\$17,216.14	0.01%		
FOODS_1_010	\$36,264.93	0.02%		
FOODS_1_011	\$24,810.87	0.01%		
Total	\$183,157,246.69	100.00%		

This page lets you analyze the revenue earned on days that SNAP (food assistance) benefits are distributed.

\$64.99M

\$119.15M

\$184.14M

SNAP Revenue

Non-SNAP Revenue

Total Revenue

State, Store

CA

CA\_1

CA\_2

CA\_3

CA\_4

TX

TX\_1

TX\_2

TX\_3

WI

WI\_1

WI\_2

WI\_3

Year

2011

2012

2013

2014

2015

2016

Month

January

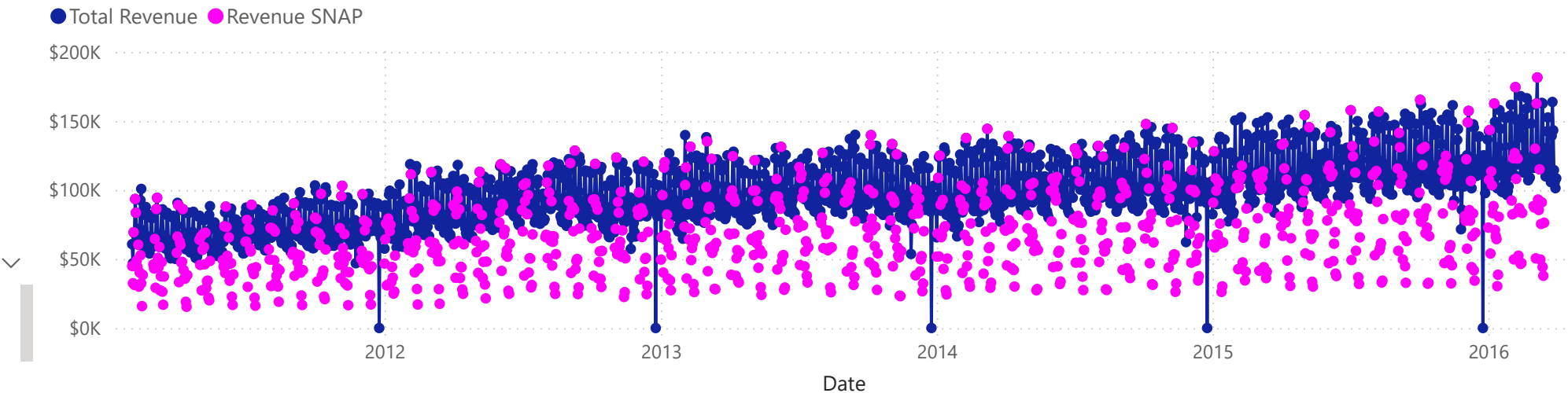
February

March

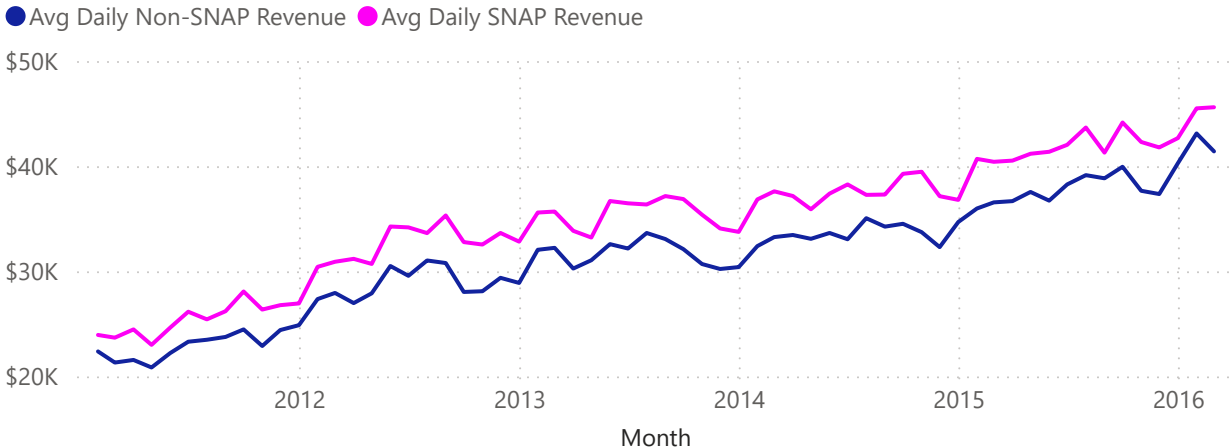
April

May

Below is a plot of total revenue and revenue earned on SNAP days.



Each month's daily average non-SNAP revenue and daily average SNAP revenue:



This matrix breaks down SNAP and non-SNAP revenue for further comparison.

Category	Revenue Non-SNAP	Revenue SNAP	% Revenue SNAP	% Revenue Non-SNAP	% Revenue SNAP vs Non-SNAP Diff
FOODS	\$67,723,866.92	\$39,153,560.29	60.25%	56.84%	3.41%
FOODS_2	\$14,747,857.38	\$9,717,142.58	14.95%	12.38%	2.57%
FOODS_3	\$44,587,094.43	\$25,129,797.42	38.67%	37.42%	1.25%
FOODS_1	\$8,388,915.11	\$4,306,620.29	6.63%	7.04%	-0.41%
HOBBIES	\$14,911,081.00	\$7,463,477.92	11.48%	12.51%	-1.03%
HOBBIES_2	\$773,825.24	\$379,305.78	0.58%	0.65%	-0.07%
HOBBIES_1	\$14,137,255.76	\$7,084,172.14	10.90%	11.87%	-0.96%
HOUSEHOLD	\$36,514,199.33	\$18,373,492.90	28.27%	30.65%	-2.37%
HOUSEHOLD_2	\$9,616,030.86	\$4,809,920.87	7.40%	8.07%	-0.67%
HOUSEHOLD_1	\$26,898,168.47	\$13,563,572.03	20.87%	22.58%	-1.71%
Total	\$119,149,147.25	\$64,990,531.11	100.00%	100.00%	0.00%



# This page contains an overall time intelligence matrix of revenue data.

State, Store	Category, Dept, Item	Year	Revenue	Revenue WoW % ▲	Revenue MoM % ▲	Revenue QoQ % ▲	Revenue YoY % ▲
^ <input checked="" type="checkbox"/> CA	^ <input checked="" type="checkbox"/> FOODS	+ 2011	\$1,203,810.88				
<input checked="" type="checkbox"/> CA_1	^ <input type="checkbox"/> FOODS_1	- 2012	\$1,765,604.74				48.02%
<input type="checkbox"/> CA_2	^ <input type="checkbox"/> FOODS_2	- Q1	\$412,312.08			11.70%	
<input type="checkbox"/> CA_3	^ <input checked="" type="checkbox"/> FOODS_3	+ January	\$128,235.12		-0.78%		
<input type="checkbox"/> CA_4	^ <input type="checkbox"/> HOBBIES	- February	\$130,210.23		1.54%		
^ <input type="checkbox"/> TX	^ <input type="checkbox"/> HOBBIES_1	1/28/2012	\$12,943.71	37.06%			
<input type="checkbox"/> TX_1	^ <input type="checkbox"/> HOBBIES_2	2/4/2012	\$33,218.62	11.23%			
<input type="checkbox"/> TX_2	^ <input type="checkbox"/> HOUSEHOLD	2/11/2012	\$31,011.54	-6.64%			
<input type="checkbox"/> TX_3	^ <input type="checkbox"/> HOUSEHOLD_1	2/18/2012	\$30,605.70	-1.31%			
^ <input type="checkbox"/> WI	^ <input type="checkbox"/> HOUSEHOLD_2	2/25/2012	\$22,430.66	-2.01%			
<input type="checkbox"/> WI_1		+ March	\$153,866.73		18.17%		
<input type="checkbox"/> WI_2		- Q2	\$485,700.36			17.80%	
<input type="checkbox"/> WI_3		+ April	\$153,957.63		0.06%		
		+ May	\$167,714.53		8.94%		
		+ June	\$164,028.20		-2.20%		
		- Q3	\$481,976.45			-0.77%	
		+ July	\$158,575.42		-3.32%		
		+ August	\$170,729.27		7.66%		
		+ September	\$152,671.76		-10.58%		
		- Q4	\$385,615.85			-19.99%	
		+ October	\$132,749.51		-13.05%		
		+ November	\$122,163.53		-7.97%		
		+ December	\$130,702.81		6.99%		
		- 2013	\$1,800,459.72				1.97%
		+ Q1	\$388,785.51			0.82%	
		+ Q2	\$443,007.43			13.95%	
		+ Q3	\$505,744.87			14.16%	
		+ Q4	\$462,921.91			-8.47%	
		+ 2014	\$1,918,394.73				6.55%
		+ 2015	\$1,866,113.61				-2.73%
		Total	\$9,013,033.98				

1/29/2011

Dept	Revenue	% Revenue
FOODS_3	\$70,966,590.49	37.81%
HOUSEHOLD_1	\$41,261,927.57	21.99%
FOODS_2	\$25,019,508.32	13.33%
HOBBIES_1	\$21,644,357.51	11.53%
HOUSEHOLD_2	\$14,691,615.11	7.83%
FOODS_1	\$12,918,523.23	6.88%
HOBBIES_2	\$1,174,047.79	0.63%
<b>Total</b>	<b>\$187,676,570.02</b>	<b>100.00%</b>